

REMARKS

Claims 1, 11, 16, 21-22 are pending in this application. As to the amendment to claims 1 and 11 and as to new claims 21-22, see original claim 9 (now canceled) and see also Applicant's specification at page 4, lines ~22-23, page 5, line 15+. As to the amendment to claim 16, see original claim 17. Claims 2-8, 10, 12-15, 18-20 have been canceled, for shortening and simplifying the issues in the application.

At page 2, paragraph 2 of the office action, the Examiner has objected to the title. Above, to advance prosecution and without necessarily agreeing with the Examiner, the title has been amended.

At page 2, paragraph 3, the specification has been objected-to for containing embedded hyperlink and/or code. Above, the specification has been revised and the objection is believed to thereby be obviated.

At page 2, paragraph 4, Claims 1, 6, 8 and 9 have been objected to with regard to antecedent basis issues. Claim 1 has been amended above to obviate the objection. Claims 6, 8 and 9 are no longer pending.

At paragraph 5 of the office action, claim 20 has been rejected under 35 U.S.C. 112, first paragraph for "undue breadth." To advance prosecution and for simplicity and brevity in this application, and without necessarily agreeing with the Examiner, claim 20 has been canceled above.

At page 4 of the office action, Claims 1-7, 10-20 have been rejected under 35 U.S.C. 102(e) as being anticipated by **Kensey** U.S. Pub. No. **2001/0037253**.

At page 8 of the office action, claims 8-9 have been rejected under 35 U.S.C. 103(a) as being unpatentable over **Kensey**.

Independent claims 1 and 11 as amended above are each distinguished from **Kensey**, at least for the reason that **Kensey** fails to teach or disclose "the unifying prefix being selected from the group consisting of a school name, a school name followed by a graduation year, an association name, a club name, a hobby and a sport" as recited in Applicant's claims.

Applicant's claim 1 additionally differs from **Kensey** because **Kensey** does not require that "posted content accessible via the first Internet domain name and via the second Internet domain name follow at least one unifying rule."

Nor would Claims 1 and 11 be obvious over **Kensey**. **Kensey** teaches a secure format for carrying out on-line purchasing. **Kensey** is concerned with controlling and safeguarding the spread of personal information over the Internet. **Kensey** provides for

separate “shopping” and “customer service” website portals [0011] and uses the same prefix in the domain name for the two respective portals. As an example, **Kensey** discloses a “main primary website” identified by “ProxyGroup.com” [0017] which is subdivided into a “shopping” portal “ProxyYellowPages.com” and a “customer service” portal “ProxyLock.com”. [0017] **Kensey** discloses that an auction entity buys up thousands of website addresses beginning with the prefix, and auctions the website addresses. [0021] **Kensey’s** perspective is how to provide additional valuable e-commerce websites. With all the website addresses that are simple words being distributed (such as calculators.com, bookcases.com, etc.), he is trying to create new valuable e-real estate, by inserting a prefix word, to make proxycalculators.com, proxybookcases.com, etc. high-priced websites. **Kensey** is not concerned with who purchases and operates the newly minted domain names: the websites are to be auctioned, with the high-bidder to purchase them.

In **Kensey**, a commercially-motivated business establishes the prefix, with its own direct commercial benefit in mind. A person of ordinary skill in the art would lack motivation to modify **Kensey** in the direction that someone who is not to be commercially-benefitted simply establishes the prefix, for the use by its members. From a perspective of a website purchaser, **Kensey** is only useful to well-financed purchasers, since it turns on auctioning the new prime e-real estate to the highest bidder. **Kensey** is not useful to new website purchasers who have only the basic \$100 or so to purchase a website, rather than the \$10,000s or more that a prime domain name may require for purchase.

Applicant’s present invention provides unexpectedly superior results. For example, according to **Kensey**, a purchaser buys a website (say, “proxyvacation.com”) through high-bidding via a website auction. It is still up to the new owner, who has spent the high-bidding amount (which may be an amount in the \$10,000s), to further expend resources to advertise “proxyvacation.” His fellow alumni, for example, would not be expected to naturally know about “proxyvacation.com.”

By contrasting example, in the present invention, a school alumni association may establish a unifying prefix, say, “jhu”. Individuals associated with the school will know of the unifying prefix through the alumni association. Individuals starting a travel business may purchase a “jhuvacation.com” website at face value, rather than through the auctioning of **Kensey**. Moreover, the purchased “jhuvacation.com” website, once content is posted, even without further advertising by the website

purchaser may reasonably be expected to be accessed by other individuals associated with the school, who want to go on vacation and naturally think to type “jhuvacation.com.” Thus, Applicant’s present invention is unexpectedly superior for an individual with minimal resources for purchasing a website and/or for advertising the website.

Thus, Applicant’s claims 1 and 11 are neither anticipated nor obvious over **Kensey**.

Independent claim 16 as amended above is distinguished from **Kensey**. **Kensey** fails to teach two or more unifying prefixes in a single directory. **Kensey** only teaches one prefix, namely, the “Proxy” prefix. Also in, **Kensey**, it is the domain names which are in directory format, not the prefix (“proxy”). Thus, **Kensey** clearly does not anticipate Applicant’s present claim 16.

Moreover, Applicant’s invention of claim 16 is not obvious over **Kensey**, whose motivation was profit—to establish secure on-line purchasing. A person carrying out **Kensey**’s invention would be motivated in the direction of selecting what he believed to be the most commercially valuable “prefix” and then auctioning domain names and running a business based on that single prefix. There is nothing about **Kensey** that teaches one towards using a second prefix. Rather, he would select a single prefix and promote those domain names, trying to create the next hot prefix. **Kensey** is only disclosing a list of domain names all with the same prefix – not any sort of list of prefixes themselves.

A person reading **Kensey** would lack motivation to modify **Kensey** in the direction of, at the same time, introducing two competing products of his own (i.e., two different sets of prefixed domain names). **Kensey** himself does not suggest such a self-competing situation. Rather, **Kensey** points out that the prefix could, of course, be some other word besides “proxy”.

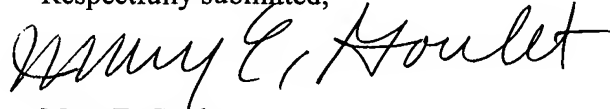
Moreover, the person of ordinary skill in the art would lack motivation to put different prefixes in the same directory. **Kensey** teaches grouping websites according to the prefix. If two (or more) prefixes were involved, there would be no teaching in **Kensey** or otherwise as to what kind of a directory to use or why to teach a website which was out of the family of at least some of the prefixed domain names. **Kensey** is completely silent as to why, or how, to group and provide a directory for websites which are differently-prefixed.

In view of the foregoing, it is respectfully requested that the application be

reconsidered, that claims 1, 11, 16, 21-22 be allowed, and that the application be passed to issue.

Should the Examiner find the application to be other than in condition for allowance, the Examiner is requested to contact the undersigned at the local telephone number listed below to discuss any other changes deemed necessary in a telephone or personal interview.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Mary E. Goulet". The signature is fluid and cursive, with the first name "Mary" and last name "Goulet" clearly distinguishable.

Mary E. Goulet
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